



WJLA-TV/DT WASHINGTON, DC

WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

Contract # 196391

Schedule Dates

09/26/12-10/02/12

Advertiser

Americans for Job Security (1866)

Agency/T-Code

Cross Roads Media (1246)/ELECTRONIC

Product

Political-Political (1088)

Brand

Est 1020 AJS 9/26-10/2 (71819)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

RAMSEY, NOELLE

Phone/Fax

/

CPE

Est 1020 9/26-10/2

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

Est 1020 AJS 9/26-10/2

09/26/12-10/02/12

Americans for Job Security (1866)

Cross Roads Media (1246)/ELECTRONIC

Political-Political (1088)

Est 1020 AJS 9/26-10/2 (71819)

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RAMSEY, NOELLE

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Est 1020 9/26-10/2

Local/Political Issue Agency

Standard

Est 1020 AJS 9/26-10/2

09/19/12

09/28/12

Barbara Monares

No

Normal

15.00

\$38,670.00

\$219,130.00

WJLA Arlington (WJLA)

By Broadcast Month

Sep. 2012 38 \$129,800.00

Oct. 2012 24 \$128,000.00

Grand Total: 62 \$257,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/26/12-09/28/12	2	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A				1	1	1			3	\$1,400.00	\$4,200.00	WJLA Arlington (WJLA)		9/19/12
2.0	Normal Line / SPOT	10/01/12-10/02/12	2	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1	1						2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		9/19/12
3.0	Normal Line / SPOT	09/26/12-09/28/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA				1	1	1			3	\$2,800.00	\$8,400.00	WJLA Arlington (WJLA)		9/19/12
4.0	Normal Line / SPOT	10/01/12-10/02/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1						2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		9/19/12
5.0	Normal Line / SPOT	09/26/12-09/28/12	2	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A				1	1	1			3	\$600.00	\$1,800.00	WJLA Arlington (WJLA)		9/19/12
6.0	Normal Line / SPOT	10/01/12-10/02/12	2	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A		1	1						2	\$600.00	\$1,200.00	WJLA Arlington (WJLA)		9/19/12
7.0	Normal Line / SPOT	09/26/12-09/28/12	2	:30	9A- LIVE!				1	1	1			3	\$2,400.00	\$7,200.00	WJLA Arlington (WJLA)		9/19/12
8.0	Normal Line / SPOT	10/01/12-10/02/12	2	:30	9A- LIVE!		1	1						2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)		9/19/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

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Accepted-Station:

Date:

Comments:

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Local/Political Issue Agency

Billing Type

Standard

Comments

Est 1020 AJS 9/26-10/2

Date Entered

09/19/12

Last Modified

09/28/12

Entered By

Barbara Monares

CO-OP

No

Headline #

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$38,670.00

Net Total

\$219,130.00

Sales Tax

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Sep. 2012	38	\$129,800.00
Oct. 2012	24	\$128,000.00
Grand Total:	62	\$257,800.00

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9.0	Normal Line / SPOT	09/26/12-09/28/12	2	:30	10:58A- ABC--THE VIEW				1	1	1			3	\$2,800.00	\$8,400.00	WJLA Arlington (WJLA)		9/19/12
10.0	Normal Line / SPOT	10/01/12-10/02/12	2	:30	10:58A- ABC--THE VIEW		1	1						2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		9/19/12
11.0	Normal Line / SPOT	09/26/12-09/28/12	2	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)				1	1	1			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		9/19/12
12.0	Normal Line / SPOT	10/01/12-10/02/12	2	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1	1						2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/19/12
13.0	Normal Line / SPOT	09/26/12-09/28/12	2	:30	3:58P- ABC--KATIE COURIC				1	1	1			3	\$3,500.00	\$10,500.00	WJLA Arlington (WJLA)		9/19/12
14.0	Revised Line / SPOT	10/01/12-10/02/12	2	:30	3:58P- ABC--KATIE COURIC		1	1									WJLA Arlington (WJLA)		9/19/12
14.1	Normal Line / SPOT	10/01/12-10/02/12	2	:30	3:58P- KATIE COURIC		1	1						2	\$3,500.00	\$7,000.00	WJLA Arlington (WJLA)		9/19/12
15.0	Normal Line / SPOT	09/26/12-09/28/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				1	1	1			3	\$3,500.00	\$10,500.00	WJLA Arlington (WJLA)		9/19/12
16.0	Normal Line / SPOT	10/01/12-10/02/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1						2	\$3,500.00	\$7,000.00	WJLA Arlington (WJLA)		9/19/12
17.0	Normal Line / SPOT	09/26/12-09/28/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				1	1	1			3	\$5,000.00	\$15,000.00	WJLA Arlington (WJLA)		9/19/12
18.0	Normal Line / SPOT	10/01/12-10/02/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1						2	\$5,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/19/12

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Cross Roads Media
66 Canal Center Plaza,
Suite 555
Alexandria, VA 22314

Contract # 196391

Schedule Dates

09/26/12-10/02/12

Advertiser

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Agency/T-Code

Cross Roads Media (1246)/ELECTRONIC

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Comments

Est 1020 AJS 9/26-10/2

09/19/12

09/28/12

Barbara Monares

No

CO-OP

Headline #

Demo

Order Type

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Package Deal

Commission %

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Net Total

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Oct. 2012 24

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19.0	Normal Line / SPOT	09/26/12-09/28/12	2	:30	7:27P- JEOPARDY				1	1	1			3	\$9,000.00	\$27,000.00	WJLA Arlington (WJLA)		9/19/12
20.0	Normal Line / SPOT	10/01/12-10/02/12	2	:30	7:27P- JEOPARDY		1	1						2	\$9,000.00	\$18,000.00	WJLA Arlington (WJLA)		9/19/12
21.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/19/12
22.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	7:29P- JEOPARDY WEEKEND							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		9/19/12
23.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	7:57P- ABC-DANCING WITH THE STARS	1	1							1	\$26,000.00	\$26,000.00	WJLA Arlington (WJLA)		9/19/12
24.0	Normal Line / SPOT	10/02/12-10/02/12	2	:30	10P- ABC-PRIVATE PRACTICE			1						1	\$24,000.00	\$24,000.00	WJLA Arlington (WJLA)		9/19/12
25.0	Normal Line / SPOT	09/26/12-09/28/12	2	:30	20938- NEWS-ABC 7 NEWS @ 11P				1	1	1			3	\$6,400.00	\$19,200.00	WJLA Arlington (WJLA)		9/19/12
26.0	Normal Line / SPOT	10/01/12-10/02/12	2	:30	20938- NEWS-ABC 7 NEWS @ 11P		1	1						2	\$6,400.00	\$12,800.00	WJLA Arlington (WJLA)		9/19/12
27.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		9/19/12
28.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		9/19/12

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29.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	12:35A- CASTLE							1		1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/19/12

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